

I Claim:

1. A data tracking system adapted to be located on a end user's computer and track data comprising details showing internet surfing activity where the data tracking program comprises:
 - 5 a data retrieval system comprising,
 - a data scanning process adapted to scan data packets,
 - a first data storage process adapted to receive information from the data scanning process
 - 10 and store the data,
 - a data storage system comprising,
 - a data storage system comprising a database adapted to store the said data,
 - a retrieval process comprising a connection system
 - 15 adapted to retrieve data from the first data storage process.
 2. The system as recited in claim 1 further comprising:
 - where the data comprises group id information that describes the end user.
 - 20 3. The system as recited in claim 1 further comprising:
 - the data retrieval system is located on an ISP server providing internet connection to the end user.

4. A data tracking application adapted to record the internet surfing history of an end user having an internet browser that is defined by a group identification where the application comprises:
- 5 a storage system adapted to track internet surfing habits by storing the URL the end user,
- a data structure comprising at least one URL and the group identification associated with the URL,
- a central server having a retrieval system adapted to upload the data structure and store the data structure in a
- 10 database.
5. The data tracking apparatus as recited in claim 4 further comprising:
- where the storage system resides on a server that is the end users internet service provider.
- 15 6. The data tracking apparatus as recited in claim 4 further comprising:
- where the group identification is a Cookie stored on the end user's computer.